

MACLEAN'S

A full-page photograph of a winter landscape. In the foreground, several birch trees with white bark and dark horizontal lenticels stand in a deep snowdrift. The background shows a snowy field, more trees, and distant hills under a cloudy sky. The overall tone is cold and serene.

CANADA'S NATIONAL MAGAZINE

DECEMBER 1, 1946 FIFTY CENTS

IN THIS ISSUE: **TED REEVE'S ALL-STAR FOOTBALL TEAM**

WABASSO Sheets, Pillow Cases and Bedsets IN DECORATIVE GIFT PACKAGES



**WABASSO'S ELEGANT
DESIGN**—A Sheet and two
Pillow Cases gift in a decorative
gift package that has an
attractive cover and blue
gold green and white and
more.



WABASSO'S ELEGANT BY DESIGN—A Sheet and two
Pillow Cases gift in a decorative
gift package that has an
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gold green and white and more.



**WABASSO'S ELEGANT
DESIGN**—A Sheet and two
Pillow Cases gift in a decorative
gift package that has an
attractive cover and blue
gold green and white and
more.

for Christmas

Gifts for Christmas, to buy, thoughtful gifts—Wabasso's
new Christmas bed linen sets and bedsets (pillowcase
and sheet) are available in many different colors and
patterns. Each set contains one sheet and
two pillow cases, new, fully quilted, and soft, often
colored borders or of solid contrasting tone.

Each set is carefully selected, ready for the an-
nouncement of your Christmas morning.

Ask your Wabasso Sales People
at your favorite store.

Wabasso and for
WABASSO  **COTTONS**

Famous MODEL... Smart MOTHER

"Smiles are important business in our family"...
says top flight model, Margaret Johnson

Once in Margaret Johnson's most brilliant moment
in her career, Margaret Johnson, who has
found time for modeling and a career as a mother,
while bringing up two beautiful children.

Not least among the career mother's con-
cerns is the care of her youngest (a tooth and
gum). For she knows better than a "game
girl" how important it is to make sure her 6½ year
old Tom and even 3 year old "Miss Blue" are

thoroughly conditioned in the dental routine with
which Mums & Mommies have an intimate
acquaintance. Regular brushing followed by gum massage
with Ipana Tooth Paste.

Thousands of mothers and dentists all over the
country are teaching their 4 and 5 year olds today
that a robust tooth depends on sparkling teeth
and that firm, healthy gums are vital aids to
sound, sparkling teeth.



High time for Miss Johnson, mother, when introducing
her 4½ year old to the dental routine. In fact, however, that
the night before bedtime on tooth and gum will not be
missed. And, because the youngsters find this a
fascinating habit, Miss Johnson will see to it that each
child's teeth are cleaned and gums massaged to speed
up needed circulation.



Just like Mums & Mommies, Miss Johnson, Ipana
and her 6½ year old "Miss Blue" always with Ipana, too, to guard
against further gums. During which, previous gums often
respond to the cleaning with a "gum of gum" as Miss Blue
thinks—signs in every child's eyes. He may merely
respond, as Margaret says, "the helpfulness of Ipana
and massage."



What parents don't know about the importance of gum
massage is common knowledge to many children. For the
purpose of tooth and gum is being taught in the
rooms throughout Canada, 7 in 10 Canadian
doctors recommend gum massage, as shown in a list of
modern dentistry. Especially designed for children's massage
Ipana is a delight and to learn gum-brush bright sparkling
teeth, a robust model.

Engage your finger in the sole of the house in the manner
Johnson. The same line however prevents the care of
teeth and gums. For Margaret knows that baby is only
strong teeth that is a good game that makes them smile. That
Ipana is especially designed, with massage, to help gums go
healthier, stronger.

Firmer Gums—
Brighter Teeth with



Ipana and Massage

Made in Canada

To proudly grace your table
... THIS FESTIVE SEASON



HOW supremely gratifying is the knowledge that your silver service will impart the correct setting for gracious hospitality. Foremost is the famous white porcelain Wallace Sterling—the only Sterling which works with complete confidence.

Born Point in Wallace Sterling has captured the irreplaceable beauty of its everlasting tone and the exquisiteness of perfect Rose Point has to ensure you such an atmosphere of quiet elegance and sophisticated charm.

Striking to view, easy to possess, a modern housewife can furnish her in the most tasteful and satisfying selection, the signature of the world's most renowned Sterling Wallace. The only Sterling with Third Division Beauty.

A gift of Rose Point to your guests! And that's not all! Wallace Sterling is also your gift to your place setting. Wallace Sterling is the only Sterling which works with complete confidence.

ROSE POINT
THIRD DIVISION BEAUTY IN
WALLACE
STERLING

MACLEAN'S
DISCOVER 1 1954

THE WATCH ON THE ARCTIC



Arctic view at Baker Lake. Will this ever be a battlefield?

By BLAIR FRASER

Maclean's Staff Writer

IN WASHINGTON an American staff officer said, "We, we don't think either way is inevitable. For quite a few years (1) as I am likely to write the Russian people don't want any more than we do. Our only real fear is that the Russians might find of us in a way."

That is the official military view in Washington and Ottawa, particularly in London, the State Department and External Affairs, regarding the Arctic region. For fear of creating suspicion and spreading rumors, neither the United States nor Canada has yet said that the only way to win the next war is to prevent it. Most common attitude does lie even about the southern tier that we might "neutralize" the war in the long future. They are convinced the risk of a major war is at least a dozen years away. By that time, they think, Russia would be a great power and we would be a great power. They are convinced the risk of a major war is at least a dozen years away. By that time, they think, Russia would be a great power and we would be a great power. They are convinced the risk of a major war is at least a dozen years away. By that time, they think, Russia would be a great power and we would be a great power.

planning" has been concentrated on two primary items.

To build United Nations into a working military for working purposes.

To increase the Soviet Union that the western democracies don't mean to attack her.

Delicate is the military man, the dispatches of military firms and the strategy of global warfare, has been put in that place. It must not interfere with the major objectives.

A Gap-Nix Point

IF ANOTHER war should come, it will not begin between the Canadian Arctic would be a fairly important fact. But to one side they say, the importance would be purely defensive. For aggression it would be on our side. For the western democracies the main reason the Pole would be the largest of all chances of attack against any line in Europe or Asia. There are many ways to the heart land of any Russian power. Crossing the Pole would be, for us, a last resort after we had driven out of the Middle East, the Continent of Europe, the British Isles, or after we had completely lost control of the sea. But for us money thinking us, these circumstances do not hold. For him it keeps us on a very narrow line. It is the only state by which

to attack the heart land of the democracies. The increased importance of North America. Other nuclear powers might develop they are from Russia may have that in mind. But all we know. But with German industry in mind, there is no reason on earth that could equal the industrial plant of North America in less than a generation. It was then that industrial plants would be a vital military objective. Victory would depend on the money backing and the industrial might of Copper, Oil, the

Continued on page 2

To military man the Arctic is America's most vulnerable frontier. Here is an informed report on what they are thinking—and planning





CANADA'S CHOICEST

**Sun and Science Team Up
to Produce This Quality Grape Juice**

The high quality of Jordan Grape Juice stems right with the extra fine, luscious grapes cultivated by Jordan experts and perfected in the sun, measuring results of Jordan Vineyards.

And when the sun has done its work, science takes a hand. For even the processing of Jordan Grape Juice goes all the skill, experience, and facilities of Canada's largest grape juice plant with a 35 year record of quality leadership.

There are the reasons why Jordan Grape Juice is so smooth, refreshing and full-bodied - so rich in the wholesome properties of the choicest Jordan grapes.

BY A BOTTLE TODAY—IT'S CANADA'S CHOICE

JORDAN Grape Juice

JORDAN WINE COMPANY LIMITED, JORDAN, ONTARIO



Overdone from page 14
Conductor, a good ball leader, and a double baritone. Of other symphonists, Gustav of Thoren played some good ball in a lovely voice, and the entire group with the double baritone, a number of good players of music, while the other players played up and still played in the same spirit. Gustav of Thoren, a number of good players of music, while the other players played up and still played in the same spirit.

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**SYMBOL
OF BEAUTY
UTILITY AND
PROTECTION**

A "Red Seal" cedar chest is part of every woman's plan for her home, and for the safe keeping of her treasure for the future generations.

The "Red Seal" cedar chest is the assurance of a solid chest of the quality. They are available in book chests and pedestal chests and are built to resist rot and decay. A solid cedar chest is a safe investment for the future in a world of change.

Further information is being books, for advice and department stores in Canada. Write to us for this information.

300
400
500
600
700
800
900
1000

RED SEAL CEDAR CHESTS

HONDIKOR FURNITURE COMPANY LIMITED
HONDIKOR



"Now, how am I going to get inside?"

GIVE THE GIFT OF HEARING TO SOMEONE YOU LOVE...



CHRISTIANITY morning to the one hearing of a new life for someone you loved the morning of a new life for you...

Without delay, mail your love devotion and ask for a free personal demonstration...

Free Home Demonstration Acousticon 44 OFFICES IN CANADA TO SERVE YOU

Form with fields for Name, Address, City, State, and Zip, and a section for a personal message.

Color in Stone
Toucan from page 48
you who try to go high and into the green hills...

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Toucan from page 48
you who try to go high and into the green hills...

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Toucan from page 48
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Illustration of a man and a woman sitting at a table, with text 'Why don't you get ready... it's a bright idea' and 'LACO QUALITY LAMPS'.

YOUNGSTERS NEVER COUGH ALL NIGHT When there's Onbridge in the house. Includes text about Onbridge being a cough suppressant.

Willie's Ankle Support. Includes text about the benefits of the ankle support and a list of retailers.

NAUSEA. Includes text about the symptoms of nausea and the effectiveness of the medicine.

A BRIGHT SUGGESTION. Includes text about the benefits of Laco Quality Lamps and a list of retailers.

Blueprint for Managing Your Dollars. Includes text about the benefits of the money management plan and a list of retailers.

Illustration of a man and a woman sitting at a table, with text about the benefits of the money management plan.

Illustration of a man and a woman sitting at a table, with text about the benefits of the money management plan.

HOUSEHOLD FINANCE. Includes text about the benefits of the household finance plan and a list of retailers.

TO ORDER MACLEAN'S AT SPECIAL CHRISTMAS RATES!

This Year Say "Merry Christmas" With Maclean's

Christmas 1946 is coming today, and with the old problem of choosing appropriate gifts for the people on your gift list. A way to handle this problem easily and quickly is to give MACLEAN'S Gift Subscription. There is no more appropriate or acceptable gift — or so economical!

Most Canadians read MACLEAN'S due to other Canadian magazines. They do so because MACLEAN'S is timely, wholesome entertainment for the whole family. And like the analytical news stories and special feature studies by our contributors like MACLEAN'S Ottawa Editor, Blair Fraser, European correspondent L. S. R. Shapiro, and MACLEAN'S commentator from London, Beverly Butler, Mother's intuition is captured by the many informative studies on Health, Child Care, Home-making; the younger members find information and entertainment in the studies about personalities in the world of sport and entertainment, and the whole family enjoys MACLEAN'S top notch fiction, poems, and humorous cartoons.

When you give MACLEAN'S, you give Canada's most popular and widely-read magazine — a twice-monthly reminder of your very best wishes.

★ ★ ★

★ SPECIAL CHRISTMAS GIFT OFFER

3 GIFT ORDERS ONLY \$5.00

3 Gift Orders only \$5.00 1 Gift Order only \$1.75 Additional Gift Order \$1.75 each

These rates good for one and repeat subscriptions in Canada only. All gift subscriptions accepted for other countries, foreign branches of postal subscriptions may be included in your group order upon payment of an additional \$1.00 for each such subscription.

THESE RATES EXPIRE DECEMBER 10, 1946

Let This Exceptional Offer Save You Money —

MACLEAN'S is a bargain any time at \$2.00 a year (24 issues) but now, through this 1946 Special Gift Offer you may send MACLEAN'S to 3 of your favorite friends for only \$5.00. Because the supply of MACLEAN'S is still far short of demand, these special rates are good only to December 10th, 1946. All orders placed after this date will have to be normal.

So do it now — fill up on the handy Order Form below, the names and addresses of those to whom you wish to send MACLEAN'S and mail this form today.

SPECIAL GROUP OFFER

By ordering 3 or more gift subscriptions of MACLEAN'S, you will receive 1 of another special offer. You may also order gift subscriptions of other popular Canadian magazines in this special rate.

CHATELAIN—75c for each gift subscription.

Canadians HOME & GARDEN—\$1.00 for each gift subscription.

MAYFAIR—\$1.50 for each gift subscription.

THESE PRICES GOOD ONLY IN CANADA

IMPORTANT REGULATIONS

The gift package may not be used as payment for advertising. All orders must be placed in the order form below.

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PAY LATER IF YOU WISH!

If you wish to pay later, you may do so by sending us a check for the full amount of the order.

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— FOR THE BEST SERVICE —

1-Phone paid orders

2-Phone paid orders

3-Phone paid orders

Don't delay — ORDER NOW!

CHRISTMAS GIFT ORDER FORM

THIS OFFER EXPIRES DEC. 10, 1946

Fill in the following information for each gift order.

Fill in the following information for each gift order.

(1) Mail Gift Acknowledgment Card required by you to reach them as early as possible in Christmas Morning with order to be signed as indicated—(2) Send cards to me for mailing.

(3) Send me 10¢ for each gift order to be mailed as indicated—(4) Send cards to me for mailing.

NAME	FULL ADDRESS	CITY	PROV.	NOTE CARD TO BE SENT
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

NAME CITY PROV. NOTE CARD TO BE SENT

(1) Send me 10¢ for each gift order to be mailed as indicated—(2) Send cards to me for mailing.

THIS IS FOR KEEPS



The great day they've dreamed of...
 two... together... for keeps!
 Another dream-come-true: their gracious Community,
 right for a lifetime of joyous entertaining.
 Community designs are timeless, distinguished...
 Community thoughtfully overlays extra silver
 for longer wear at points of greatest wear.
 Here's silverware beauty for all your tomorrows...
 priced to bless your budget now.

Your friendly dealer is showing... today...
 correct Community service for 6 or 8 places
 in three little-favourite patterns.

Community
 THE FINEST SILVERPLATE



If it's Community it's correct!